

Every Door Direct Mail™



What is Every Door Direct Mail service?

Every Door Direct Mail service lets you send mailings to a desired audience without the need to acquire an address list or print specific names and addresses on the mailpieces. Using Every Door Direct Mail, you can reach every address within a defined geographic area, such as a neighborhood near your business or in areas where you seek new customers.

Is Every Door Direct Mail available for city deliveries? If so, when?

Effective January 2, 2011, the Postal Service™ lets you use Every Door Direct Mail for city delivery addresses when sending mailings that are delivered by Postal Service city carriers or to PO Box™ owners with city delivery service. The current rules regarding its use will not be changed beyond allowing its use on city addresses.

What types of mailpieces are eligible for Every Door Direct Mail?

Every Door Direct Mail is available only for Standard Mail® Saturation flats, irregular parcels, periodicals, and bound printed matter flats.

What could be the benefits to your business?

- Helps build more traffic and identify new customers – Every Door Direct Mail allows you to canvas a targeted geographic area without using an address list. By reducing mail preparation time, it simplifies prospecting activities and helps expedite time-to-market.
- Reduces mail preparation costs – Every Door Direct Mail can help lower costs by eliminating the need to rent or maintain mailing lists and reducing the amount of on-press addressing.
- Helps increase ROI – With Every Door Direct Mail, there's no need to maintain an updated database of delivery-sequenced specific addresses. As a result, it could help improve the ROI of your mail campaigns.
- For mailings of less than 5,000 pieces to a single ZIP Code™, visit smp.usps.gov

Will postage prices be affected?

The expansion of Every Door Direct Mail service to city routes does not change existing prices or classification standards for Standard Mail flats. You must comply with all applicable standards described in the Domestic Mail Manual (DMM®) for Saturation Mail, unless specifically modified under this program.

How must the mailpieces be addressed?

You must use the simplified address "Postal Customer" when complete distribution on any designated route is intended to all active deliveries (residential and business addresses). You may also use "Residential Customer" for delivery to all residential active deliveries or to a more specific address, such as "PO Box Customer," when delivery is intended to all active PO Box deliveries (residential addresses only).

Will Every Door Direct Mail for rural or highway contract routes be affected?

You may continue to include the designation "Local" instead of the city, state, and ZIP Code of the delivery office when a mailing is entered at the delivery office.

Learn more at USPS.com/everydoordirectmail



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